



FOR IMMEDIATE RELEASE

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Extreme Gateway Makeover Project

(October 16, 2012, Auburn, NY) -- It is with great pleasure to announce the arrival of our new "Gateway to the City" signs adorning the medians on East Genesee Street and Lake Avenue, Auburn, NY. This year-long project was a partnership between the Auburn Beautification Commission (ABC), Cayuga County's Young Professional Group *IGNITE* and the City of Auburn's Department of Public Works to create a better first impression for our visitors and convey an image of a vibrant, prosperous community.

Deciding on a new "look" for the signs was a challenge as the ABC wanted to use a combination of design elements that would best represent our historic City. Each sign is suspended between two, 5-foot masonry brick columns made of red brick that was most commonly used in the architecture of historical homes and building that lined the main streets of Auburn in its glory days. The color blue was chosen to represent the breath-taking bodies of water that make up our Finger Lakes Region, and gold lettering was the best choice in that gold symbolizes wealth used wisely, good health and optimism. Collectively, this bold new image will better represent the values of this great community and announce the cultural renaissance that is underway, guaranteed to bring new life to Downtown Auburn.

The ABC would like to thank the following entities for their contribution toward this project:

****IGNITE**** of Cayuga County

The City of Auburn

Tom Shayler, *Sign Guys*

Hutchings Masonry

First Niagara Bank

Livable Communities Capacity Grant

Stay tuned for more projects from the ABC as we continue to make this community a more beautiful place to live, work and play!

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